3 pgs

DR's KM's DLW MIGHT BE SOMETHING WE CAN LEVERAGE LARRY

RJ Reynolds Tobacco Company

MIKE GOOD LETTER! LARRY

Mike Miller
Key Account Manager
3608 Chamberlain Ln
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Tel: 502-425-8787
Fax: 502-425-1342
Voice Mail: 71306
RJR Voice Mail No. 1-800-757-8755

FILE COPY

RSM's Good Idea By M. Miller

November 10, 1997

11/24 COPY: D. ROE, KEITH, REPS, DUSZYAK

Ms. Jennifer Sherrell
Minit Mart Foods
P.O. Box 90011
Bowling Green, KY 42102

RM's FYI Bill Roth

Subject: RJR Private Label Wins!

Dear Jennifer:

Each year, an independent firm tests/compares each companies "Private Label" brands to determine each brands overall acceptance versus each other. During the 3rd Quarter of 1997, an independent firm conducted the study of "Private Label" brands from; R. J. Reynolds, Philip Morris, BAT, and Liggett.

I am pleased to advise you that the consumers once again rated the overall acceptance of R. J. Reynolds brands as "clearly superior" to BAT and Liggett. "Directionally Superior" to Philip Morris (directionally superior means that our private label scored higher that Philip Morris' in overall consumer acceptance, but the difference was not quite large enough to rate a "clearly superior" score).

I have attached the study results for your review. Jennifer, as you know Courier is a large part of Minit's savings business. It also allows you significantly more full price promotional dollars, because Courier is an R. J. Reynolds private label.

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Source: https://www.industrydocuments.ucsf.edu/docs/jzvn0000

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11/10/97

However, now you know, Minit Mart's private label is an award winner!

Congratulations to both of us!

Sincerely,

Mike

M. N. Miller
/ck

attachment

cc: L. T. Poole

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Source: https://www.industrydocuments.ucsf.edu/docs/jzvn0000

Private Label Brands Consumer Acceptance Study

Products Tested: Major Manufacturers
-RJR, BAT, PM, Liggett

When Tested: 3rd Quarter, 1997

Where Tested: By Independent Testing Firm in Florida

Panel Size: 120 Savings/Private Label Brand Consumers

What Rated:

- ❑ Overall Acceptance
- ❑ Attributes
  - Tobacco Taste
  - Smoke Thru Filter
  - Artificial Taste
  - Burn Rate
  - Harshness
  - Smoothness
  - Aftertaste

Findings: Overall Acceptance

- RJR is Superior to BAT
- RJR is Superior to Liggett
- RJR is Directionally Superior to PM

Source: https://www.industrydocuments.ucsf.edu/docs/jzvn0000